

# AMERICAN NURSERYMAN

The National Journal Of Commercial Horticulture

Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Semi-Monthly by American Fruits Publishing Company, Inc.

Vol. XXVII

ROCHESTER, N. Y., MAY 1, 1918

No. 9

## PAINESVILLE NURSERIES



### The Storrs & Harrison Co.

Established

NURSERYMEN . . . FLORISTS . . . SEEDMEN

1200 Acres

1854

PAINESVILLE, OHIO

45 Greenhouses

## Fruit Tree Stocks

In a shipment just received from France, we have in prime condition, in surplus, the following fruit tree stocks, at prices quoted:

Mahaleb	5-9 mm	at \$ 7.50	per thousand
"	3-5 mm	at 4.50	" "
Myrobolan Plum,	5-9 mm	at 10.00	" "
"	3-5 mm	at 7.50	" "
Mazxard	5-10 mm	at 10.00	" "
Mariana	5-10 mm	at 10.00	" "

Fruit trees will be scarce and high for several years and it stands you in hand to grow all you can.

**ORDER QUICKLY**

### SHENANDOAH NURSERIES

D. S. LAKE, Pres.

SHENANDOAH,

IOWA.

We are subscribers to the Nurserymen's Market Development Fund.

## "That Bully Good Stock"

"We do not believe that we could say anything more complimentary of the car which arrived today than that it equaled both in quality of stock and packing, the one you shipped us last fall. There is no doubt about it: if you continue to send us the same grade of stock handled in the same manner, we shall have a hard time to see our way clear to place orders elsewhere. We want another car in the fall if you are going to have more of that Bully Good Stock."

OUR friends who write so generously of our efforts to please them, are entirely willing for us to refer to them anybody who wants confirmation of their letter quoted above.

We print these letters because we want other buyers to know what our customers think of Princeton Products. We aim to produce something different—to grow no more than we can give proper care to, and to deliver trees and plants that fulfill the most exacting requirements of critical retail trade. Our friends quoted here have never asked us for a price, but they have been mighty particular to tell us exactly what sort of stock they want!

We want orders from critical buyers, from the so-called hard-to-please, who want quality and value and are willing to pay for superior stock and service.

For Fall, we have a Complete Line, Grown for the Trade Only

### PRINCETON NURSERIES

AT PRINCETON, IN NEW JERSEY

May first

We are subscribers to the Nurserymen's Market Development Fund

# American Nursery Trade Directory

Listing the Nurserymen of the United States, Canada and Europe, with their addresses. Also the shipping laws regulating transportation of Nursery Stock in the Union and Canada, Federal Horticultural Board regulation regarding importations, statistical matter concerning the Nursery Business, and Horticultural Organizations, national, district and state. Alphabetically arranged. Indexed for ready reference

Published by  
American Fruits Pub. Co., Inc.  
39 State Street  
ROCHESTER, N. Y.

**ORIGINAL AND ONLY EXCLUSIVE  
NURSERY DIRECTORY PUBLISHED**

**ADVERTISING RATES**  
Page, 2 1-2x6 inches - \$12.00  
Half Page, 2 1-2x3 inches - 6.00  
Quarter Page, 2 1-2x1 1-2 - 3.00

**Issued Biennially with Supplement. 1917-1918 Edition Now Ready**

**PRICE: POSTPAID ONE DOLLAR**

After experience with other lists of Nurserymen, anyone in the trade or allied interests will welcome a comprehensive Directory of the Nursery business, based upon official sources and brought down to date. This is the only exclusive Nursery Directory published. Besides its authentic lists of names of Nurserymen of the United States, Canada and Europe, and the shipping laws of every state, it gives valuable horticultural statistics and trade information.

**American Fruits Publishing Company, Inc.**

39 State Street

ROCHESTER, N. Y., U. S. A.

## AMERICAN NURSERYMAN—May 1, 1918

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

**ADVERTISING**—Advertising forms close on the 12th and 27th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$1.40 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the arbor operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN" will be sent to any address in the United States for \$1.50 a year; to Canada or abroad for \$2.00 a year. Add ten cents unless bank draft, postal or express money order is used.

RALPH T. OLCOTT  
Editor and Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence. INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" is not the official journal of any organization. It therefore makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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## WANTED

NURSERYMEN TO DRAW ON  
US FOR THE FOLLOWING

Peach, Apricot, Apple, Pear,  
Plum, Cherry, Pecans, Roses

and Other Ornamentals

## HEIKES - HUNTSVILLE - TREES

All our own growing. In good assortment. Prices right.

HUNTSVILLE WHOLESALE NURSERIES

HUNTSVILLE, ALA.

## Vincennes Nurseries

W. C. REED, Prop.

VINCENNES, IND.

Prepare now by securing the best Cherry to be found.

Our Blocks of Cherry are the largest in the U. S., and quality the best. While the U-Boats have been sending Mahalebs to the bottom the past two years, we have been fortunate in securing our usual supply and will have a splendid lot of trees to offer in the following:

CHERRY, TWO YEAR—General list of Varieties.

CHERRY, ONE YEAR—11-16 up, Sweet and Sour.

Peach, One Year—Leading Varieties.

Plum—Japans, European, and Hansen Hybrids.

Compass Cherry and Apricots.

Apple—Leading varieties in connection with other stock only.

Grafted Eng. Walnuts and Northern Pecans.

Special prices to car lot buyers on large orders.



The  
Preferred  
Stock

The  
Preferred  
Stock

## BULLETIN No. 6

Containing New Cellar Counts, was mailed  
April 24th.

### DID YOU RECEIVE IT?

Stock is still dormant and in fine condition. Can be shipped on an hour notice. Good assortments still to offer.

We don't often use "testimonials" because we have never thought that they carried much weight. It would indeed be a sorry business which did not have SOME satisfied customers and, naturally, it is the commendatory letters that are used, not the other kind. We can't claim to ALWAYS please ALL our customers, but we are glad to say we usually do,—that is how our business has been built up to its present dimensions. Here are two letters which, for special reasons, we can't resist printing.

This because of the extreme distance and the unfavorable transportation conditions:

Gilroy, California.

"Dear Sirs:

The car of nursery stock was a long time on the way, but thanks to your splendid packing, every tree and plant arrived in perfect condition. And furthermore, the stock was all of nice quality and we are much pleased with it. Thanking you for sending such nice stock and right on time, I remain, with best wishes for the coming year."

Truly,

Max J. Crow.

This because it quite makes us purr with satisfaction and pleasure:

Norwalk, Conn.

"Received my shipment in fine condition, and, like all of the J. & P. stock, it is A-1 in quality. Many thanks."

R. C. Hanford.

### ARE YOU PROVIDED FOR THE FUTURE?

## ROSES

Are likely to be scarce next season, but if you plant now some of our thrifty, vigorous roses from 2½ inch pots and give them reasonably good soil and cultivation, they will be fit to use in your orders next fall and spring.

RAMBLERS and CLIMBERS, from 2½ in. Pots for  
IMMEDIATE SHIPMENT

	Per 100	Per 1000
American Pillar, rosy pink	\$4.00	\$35.00
Aviator Brierly, saffron yellow	5.00	40.00
Baltimore Belle, bluish white	4.00	30.00
Climbing American Beauty, red	4.00	30.00
Crimson Rambler, deep crimson	4.00	30.00
Dorothy Perkins, pink	4.00	30.00
Dr. Van Fleet, flesh pink	6.00	50.00
Excelsa, (Red Dorothy Perkins)	4.00	30.00
Goldfinch, yellowish	4.00	30.00
Hiawatha, single red	4.00	30.00
Lady Gay, pink	4.00	30.00
Ortote, yellowish	4.00	30.00
Philadelphia, crimson	4.00	30.00
Silver Moon, silvery white	6.00	50.00
Sodenia, bright carmine	4.00	30.00
Source d' Or, yellow	4.50	35.00
Tausendschon, white to pink	5.00	40.00
Trier, creamy white, edged fawn	4.00	30.00
Veilchenblau, violet blue	4.00	30.00
White Dorothy Perkins, white	4.00	30.00

5% Discount for 5,000 Plants; 10% Discount for 10,000 Plants.

## JACKSON & PERKINS CO.

NEWARK

NEW YORK

Subscribers to Nurserymen's Fund for Market Development

The  
Preferred  
Stock

The  
Preferred  
Stock

## Hill's Evergreens

YOU can work up a good profitable trade in Evergreens if you have the right kind of stock. Our main specialty for over half a century has been the propagation of young Evergreen stock for the wholesale trade in immense quantities at low prices.

We have all the leading varieties in small sizes, for all purposes, suitable for lining out to grow on for your trade.

Nurserymen who have heretofore depended on Europe for their young Evergreen plants can now be assured of a good reliable source of supply right here in America, and we solicit the opportunity of quoting on your requirements.

"Made in U. S. A." and "American Stock for American Planters" should, from now on, more than ever, be the slogan of American Nurserymen, for it means "money saved in the long run" to start with nice, strong, sturdy, vigorous American-grown stock which has been produced right here in America.

YOU want to keep posted on Evergreens:  
WE want to become better acquainted with you:  
Let's get together

THE D. HILL NURSERY CO., Inc  
EVERGREEN SPECIALISTS

Largest Growers in America

Box 402

Dundee, Ill.

## PRICED TO SELL

California Privet—all sizes—BEST stock in the South.

Silver Maple—Large and small sizes in car lots.

Spirea Van Houtte—5-6 feet, twice transplanted.

Hydrangea P. G.—2-3 feet, 5 or more branches.

Red Bud-Cercis canadensis—straight and smooth.

Lombardy Poplar—low branched.

White Flowering Dogwood—4 feet

and other seasonable stock—Write us

## H. F. HILLENMEYER & SONS

LEXINGTON, KY.

"In the Heart of Kentucky's famous Blue Grass Region"

We are subscribers to the Nurserymen's Market Development Fund

## The Willadean Nurseries

OFFER A VERY COMPLETE LIST OF  
Ornamental Trees, Shrubs, Evergreens, Vines and Herbaceous Plants  
A LIMITED STOCK OF  
FOREST TREE SEEDLINGS

and would advise placing orders early for seedlings. Forest Tree Seeds in limited supply. Prices quoted on application. Trade list ready.

## THE DONALDSON CO.

Sparta, Kentucky

# American Nurseryman

## The National Journal Of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

Vol XXVII

ROCHESTER, N. Y., MAY 1, 1918

No. 9

### What Trade Organizations Have Obtained From National Publicity

**R**EPEATEDLY we have directed attention to the fact that organizations of business men other than nurserymen have proved the efficacy of national publicity for market development, and have referred to the experience of the lumbermen and the California fruit growers.

Moines, Ia., late last year, summarized in a recent issue of the *American Nurseryman*, one of the speakers, discussing the possibilities of national advertising for nurserymen cited the experience of the American Jersey Cattle Club Extension Department whose publicity matter, with handsome photographs comes to our desk once a month and compels attention, a service supplementing effective advertising in farm papers; the Holstein-Friesian Association; the White Pine Bureau and the California Fruit Growers Exchange.

The report of the American Jersey Cattle Club in response to a request for information to be presented at the Des Moines conference, contained this paragraph:

We have been receiving an average of 20,000 inquiries a year from about 75 farm papers. There are many associations throughout the country which are now taking up national advertising and we have noticed that while many of the campaigns differ in the method of execution, there is something to be learned from every individual campaign. It seems to me that the campaign of American Nurserymen's Association to stimulate the buying and planting of fruit and shade trees should be one of exceptional opportunities and will undoubtedly result in a great increase in the amount of nursery stock sold each year. If there are any questions which you would like to ask about our campaign, we will be glad to answer them to the best of our ability.

That from the Holstein-Friesian Association was as follows:

The results obtained by the Holstein-Friesian Association's total expenditure of \$123,000—for advertising since 1908, can best be comprehended by the following brief statements of fact.

1—Membership has increased from 1,300 to 11,000, or more than 7,000 more than the combined memberships of all other dairy breeders' associations. The increase in 1916 was 1,260.

2—During the fiscal year ending April 30, 1916, 142,120 certificates of registration of pedigrees and transfers were issued by the secretary's office, producing a gross revenue of \$158,994.

3—The Holstein-Friesian Association has a surplus of \$400,000.

4—To its advanced Registry Office in 1916, were reported 11,868 records of official time tests. These figures of but one division of this department, give an adequate idea of the interest and enthusiasm of the membership.

5—The average auction price of purebred

registered Holstein-Friesian cattle has advanced from \$150 to \$250.

6—There are half a million purebred registered Holstein-Friesian cattle in America and the breed was not introduced into this country until 1866.

The foregoing enumeration of some of the more impressive results of good advertising should be an incentive and an inspiration to any forward looking association, such as must be the American Association of Nurserymen, referred to in your letter.

The writer, who originated the Holstein-Friesian advertising plans and policy, and who has conducted the publicity from its inception, would particularly urge that a successful advertising campaign for the American Association of Nurserymen, must be based upon a correct analysis of conditions and a sane expenditure of whatever appropriation is available.

#### THE FIRST ESSENTIAL

HENCEFORTH, business is to be done in the open under the purifying light of publicity—whether it be the furnishing of a utility, the supplying of a great commodity, or the safeguarding of a democracy. Problems in organization, standardization, legislation, regulation, production and distribution crowd upon us. Hereafter no participant in the activities of trade and industry may safely to himself think only of his own selfish interests. He must take the broader view or lag behind in the race.

"The 'go-it-alone' policy has had its day with results that all now see and are paying the penalty for.

"The 'pull-together' policy is that of today and tomorrow.

"But the first essential of co-operation is education. The way must be pointed out and the trail plainly blazed. No matter how much we may desire to pull together, anarchy results if we do not proceed according to a plan devised by intelligence and tested by experience. There are many to give advice, but few who are capable of carrying out the practical details of cooperative activity."—R. S. Kellogg.

Read the "American Nurseryman" and keep posted.

It is obvious that while the general principles employed in Holstein advertising would hold true in all cases, the particular, advertising policy, style of copy, and various details for the Nursery Association must be well thought out and a publicity cornerstone laid which will be dependable for all time.

The White Pine Bureau, St. Paul, Minn., through C. L. Hamilton, said:

Our White Pine Bureau National Advertising Campaign—while it has been in effect less than two years—is beginning to be felt to a surprising degree in all branches of the industry. What has been accomplished is but a small part of what we know it will eventually accomplish, not only for White Pine but in the interests of the general proposition of better lumber merchandising.

Our advertising fund is subscribed to by about twenty of the principal White Pine manufacturers of the Lake States and of

Idaho, on the basis of ten cents per thousand and for board measure of the amount manufactured, giving us a working fund of approximately \$100,000 a year.

A large part of the success of any association advertising campaign lies in the method by which it is handled. All matters of White Pine advertising are handled by an advertising committee of five members—the chairman of which committee devotes his entire time to the work at a stipulated salary. All matters of medium selection and the preparation of copy are left entirely to our advertising agents—The George L. Dyer Co. of New York and of 721 First National Bank Building, Chicago. All inquiries that result from our advertising are immediately referred to the local retail lumber dealers in the localities in which they originate.

We are great believers in advertising—that is, good advertising. We believe it is a very essential part of modern selling.

If the few facts we have given you will be of interest to the Associated Nurserymen, they are certainly welcome to them.

The advertising manager of the California Fruit Growers Exchange, Don Francisco, said:

It is planned to spend \$400,000 this year in advertising Sunkist Oranges and Lemons. National magazines, newspapers and trade journals are being used.

Magazines are used to increase the general year 'round demand. The keynotes of the advertising are the healthful and delicious qualities of oranges and the usefulness of lemons.

Newspapers stimulate the immediate demand. They suggest to the housewife to buy today. They are also useful for special campaigns.

Trade journals help to gain the co-operation of jobbers and retailers. No product which depends on the trade for its distribution can make most of its advertising unless the distributing factors co-operate.

Dealer service work is also effective. Ten men in six cities work with retailers. They have nothing to buy but good will and nothing to sell but ideas. They decorate windows, distribute display material, and talk lower margins and special sales.

The advertising appropriation is obtained by a charge of \$.025 per box on oranges and \$.04 per box on lemons on the year's shipments as estimated January 1st.

Definite results are difficult to obtain on a proposition of this nature. They can only be seen over a long period of time. During the period from 1910-1917 acreage increased twenty-two percent, consumption increased seventy-seven percent, while population increased eleven and eight-tenths per cent. So the consumption of oranges and lemons increased between six and seven times as fast as the population.

Does any nursery concern still hesitate to contribute heartily to a fund which along similar lines in other trades has produced the results above enumerated?

Imports of nursery stock in February this year amounted in value to \$297,600 as against \$111,094 in February 1917. For the eight months ending February 1918 imports were valued at \$3,059,716 as against \$3,713,335 in the corresponding period 1917, and \$2,836,011 for the eight months ending February 1916.



# Find Spring Trade Far Ahead of Expectations

**Volume of Sales Close To That of Last Year's Corresponding Season Which Was Largest Ever Recorded---Further Sales May Fully Equal It---Demand Has Been Irregular, But Aggregate Good---Express Service Very Bad**

Editor American Nurseryman:

Answering your inquiry in regard to trade the present spring, would say it has been so much better than we anticipated that we feel quite jubilant.

Business has been very irregular. It seems to go by fits and starts. First we would have quite a run of business for a week or two or three weeks, and then it would slow up for about the same period of time, so that it kept us fluctuating between hopes of a good clean-up and fears of a poor one. We are glad to say that the hopes have been realized, rather than the fears, and it looks now as if we would clean up very nicely.

Roses have been in particularly good demand, and have sold readily. There are some kinds of shrubbery which have been in excess supply, and probably will have to be carried over or put on the brush heap; also plums and standard pears have moved very slowly, though fortunately we were not very heavily stocked with them anyway.

The last end of the supply of cherry trees seems to have moved very slowly, and has not cleaned up as well as was expected earlier in the season, but taking business as a whole, we think the season has been a surprisingly good one, considering the many unfavorable circumstances. The area over which one could do business was more or less restricted by the transportation situation. No one from any considerable distance dared to order very much, for fear

that he might not receive it within time for his use the present spring. The transportation situation has been very bad, although not uniformly so. Many shipments by freight go through in surprisingly quick time, whereas others which we thought would reach destination very quickly were badly delayed.

We think the express companies have been worse demoralized than the freight transportation. Indeed, we had shipments go through by freight quicker than they did by express and in better condition.

Taking the spring business all in all, we feel decidedly well satisfied, and thankful to have gotten through it as well as we have.

In volume of sales, we are very nearly up to last season, which was, up to then, the largest year's business we have ever had. We don't know but that before shipping is over, we shall fully equal last season's trade.

JACKSON & PERKINS COMPANY,

By G. C. PERKINS, Sec and Treas.

Newark, N. Y.

## Few Items in Surplus and Shortage

Editor American Nurseryman:

Wholesale trade light. Retail orders small and numerous. We consider business only fair as compared with former seasons. There will be but few items in surplus here for next season. There will be a shortage on most items. Trade in evergreens and ornamentals seems to be improving here.

Cincinnati, O. BARNES' NURSERIES.

## EDUCATIONAL PUBLICITY

What do you think is the general effect of the following item which is reprinted as news in papers throughout the country? If you think it will have a tendency to cause desire to plant a pecan tree and may eventually lead to an inquiry of a nurseryman, you are beginning to grasp the idea of the Nurserymen's Market Development Plan.

### \$100 WORTH OF PECANS TAKEN FROM ONE TREE

The pecan is a native Missouri nut, but until of recent times it has not been recognized as a money producer. Thousands of native wild trees were cut down along the Missouri bottoms and hill sections that the land might be cultivated, at a time when pecans were worth from 25 to 75 cents per bushel, if salable locally at any price.

Contrasting old market conditions with those of today The Earth, of Topeka, notes that the pecan retails in midwinter at 30 cents or more per pound. One Missouri tree is reported as producing nuts to the market value of \$100.

Inquiry is growing in Missouri for pecan trees fit for planting, and small orchards of either budded or grafted trees are being set out. While trees grow wild in the valley, hill soil produces equally well. A pecan grove is valuable and profitable property today.—Detroit, Mich., News.

A heavy crop of strawberries is promised throughout the Chattanooga, Tenn., territory.

In California Imperial prunes are regularly worked on almonds as well as on peach and myrobalan, as planters may desire.

## MARKET DEVELOPMENT FUND

List of Subscribers to the Market Development Fund

Per year for 5 years.

Adams Nursery Co., J. W., Springfield, Mass.	100	Harrison & Sons, J. G., Berlin, Md.	500	Northwest Nursery Co., Valley City, N. D.	50
American Nurseryman, Rochester, N.Y.	10	Harrison Nursery Co., York, Neb.	50	Peyton, T. R., Boonville, Missouri.	10
Andorra Nurseries, Chestnut Hill, Pa.	250	Hurlin, Julius, So. Braintree, Mass.	50	Parker, Jim, Tecumseh, Okla.	10
Aurora Nursery Co., Aurora, Ill.	50	Hicks & Son, Isaac, Westbury, N. Y.	250	Pierson, Inc., A. N., Cromwell, Conn.	100
Augustine & Co., Normal, Ill.	25	Holsinger Brothers, Rosedale, Kansas.	50	Pennsylvania Nursery Co., Girard, Pa.	25
Barr, B. F., Lancaster, Pa.	25	Hillmeyer & Son, H. F., Lexington, Kentucky	25	Plainfield, Nurseries, Scotch Plains, N. J.	25
Beaudry Nursery Co., W. E., Chicago Ill.	25	Hill Nursery Co., D., Dundee, Ill.	100	Prairie Nursery Co., Estevan Sask., Canada	100
Bernardin, E. P., Parsons, Kansas.	50	Hobbs & Sons, C. M., Bridgeport, Ind.	100	(if campaign is extended to Canada)	
Barrett & Son, Benj., Blue Anchor, N. J.	5	Hoopes, Bro. & Thomas Co., West Chester, Pa.	250	Princeton Nurseries, Princeton, N. J.	250
Baker Bros Co., Fort Worth, Tex.	25	Hunt Co., W. W., Hartford, Conn.	25	Rakestraw-Pyle Co., Kennett Square, Pa.	50
Backes, H. J., Humphrey, Nebraska.	20	Ilgenfritz & Sons Co., I. E., Monroe, Mich.	250	Reed, W. C., Vincennes, Ind.	50
Breck-Robinson Nur. Co., Lexington, Mass.	100	Irvin Ingels, Lafayette, Ill.	25	Roehrs Co., Julius, Rutherford, N. J.	100
Baird & Hall Nursery, Troy, Ohio.	15	Jackson & Perkins Co., Newark, N. Y.	250	Root, J. W., Manheim, Pa.	10
Bobbink & Atkins, Rutherford, N. J.	250	Jones, J. F., Lancaster, Pa.	10	Rose Hill Nursery, Minneapolis, Minn.	50
Brandley, James, Walpole, Mass.	25	Jewell Nursery Co., Lake City, Minn.	150	Saddler Brothers, Bloomington, Ill.	50
Brand Nursery Co., Faribault, Minn.	50	Kohankie, Martin, Painesville, Ohio.	50	Simpson & Sons, H. M., Vincennes, Ind.	20
Breed, E. W., Clinton, Mass.	25	Kelsey, Harlan P., Salem, Mass.	100	Shenandoah Nurseries, Shenandoah, Ia.	250
Bryant & Son, A., Princeton, Ill.	50	Keystone State Nursery Co., Pittsburgh, Pa.	25	Sherman Nursery Co., Charles City, Ia.	150
Burr & Co., C. R., Manchester, Conn.	250	Kiehm's Nurseries, Arlington Heights, Ill.	50	Smith Co., W. & T., Geneva, N. Y.	250
Clarke, Daniel, Fiskeville, R. I.	50	Kelley & Sons, J. O., Jeff, Ala.	10	Sonderegger Nurseries, Beatrice, Nebr.	50
Chanute Nurseries, Chanute, Kan.	5	Lindley Nursery Co., J. Van Pomona, N. C.	250	Stark Brothers, Louisiana, Mo.	250
Chase Nursery Co., Chase, Ala.	250	Leesley Brothers, Chicago, Ill.	50	Stein, Geo. E., Wrightsville, Pa.	5
Clinton Falls Nursery Co., Owatonna, Minn.	150	Littlefield & Wyman, No. Abington, Mass.	20	Swain Nelson & Sons Co., Chicago, Ill.	50
Chase Co., Benj., Derry, N. H.	100	Lovett, J. T., Little Silver, N. J.	100	Swan River Nurseries, Patchogue, N. Y.	35
Conard & Jones Co., West Grove, Pa.	250	McMuthien & Co., New York, N. Y.	500	Tollison Nursery Co., Lake City, Minn.	25
Connecticut Nurserymen's Association.	50	Maloney Bros. & Wells Co., Dansville, N. Y.	50	Thurlow's Sons, T. C., West Newbury, Mass.	100
unanimously; and 37 firms, members, pledged themselves to subscribe, amounts to be reported to the committee.		Marshall Brothers Co., Arlington, Nebr.	50	Texas Nursery Co., Sherman, Texas.	250
Corn Belt N. & F. Assn., Bloomington Ill.	50	McColgan Nurseries, Red Bank, N. J.	10	Thomas & Son, Jos W., King-of-Prussia, Pa.	25
Dansville Wholesale Nurserymen, Dansville, N. Y.	50	McCormack, J. J., Lowell, Mass.	25	United States Nursery Co., Roseacres Miss.	100
Elm City Nursery Co., New Haven, Conn.	100	McFarland Co., J. Horace, Harrisburg, Pa.	250	Uecker, Robert C., Harvard, Ill.	10
Fancher Creek Nurseries, Fresno, Cal.	50	Meehan Co., Thomas B., Dresher, Pa.	250	Vanicek, V. A., Newport, Rhode Island	100
Ferris, Earl, Hampton, Iowa.	25	Moon Co., Wm. H., Morrisville, Pa.	250	Weber & Sons Nursery Co., H. J., Nursery, Mo.	50
F. & F. Nurseries, Springfield, N. J.	250	Mount Arbor Nurseries, Shenandoah, Iowa	250	Wedge Nursery, Albert Lea, Minn.	150
Farr, B.H., Wyomissing, Pa.	25	Mount Hope Nurseries, Lawrence, Kan.	50	Westover Nursery Co., Clayton, Mo.	50
Hankinson Nursery Co., Hankinson, N. D.	50	Muller, Adolf, Norristown, Pa.	50	Willis & Co., A., Ottawa, Kansas.	50
Harris, S. G., Tarrytown, N. Y.	50	Massachusetts Nurserymen's Assn.	100	Will & Company, Oscar H., Bismarck, S. D.	50
		Momm's Sons, Co., Irvington, N. J.	10	Williams, Miss Rose, Newark, N. Y.	10
		Naperville Nurseries, Naperville, Ill.	50	Wohlert, A. E., Narberth, Pa.	25
		National Nurseryman, Hatboro, Pa.	50	Waxahachie Nursery Co., Waxahachie, Texas	100
		New England Nursery Co., Bedford, Mass.	25		

# Uncle Sam's Battle-Line for Food Stretches from Coast to Coast

Now, THIS year, not a year or two hence—is the time for nurserymen to unite in telling U.S. the value of fruits and how easily they can be grown. The man with a home and a hoe must get back of the man with the gun. Every foot of American soil MUST be made to produce more than ever before.

## There are 'steen Thousand Back Yards

in this land of Uncle Sam's without a single fruit tree where there ought to be at least two. There are side yards and front yards where a fruit tree will be as ornamental as a pine or plane, and **more profitable.**

There are more than 6,000,000 farms in Sammie's land, and **every one of these is a potential market for the fruit trees** grown by the **Nurserymen of America.**

## There are 'steen Million Fruit Trees

that will go up in brush-pile smoke this spring because a united effort to develop a market for these trees has never been put forth. Coöperative effort will show our people the necessity of raising more fruit; will tell them how to care for their trees and emphasize the profits they can get from their orchards. **Coöperative effort will reduce the nurserymen's enormous waste and increase their gross profits.**

# Let Nurserymen Stop Advertising "Fruit Trees for the Cost of Digging"

Let them be business men, asking a reasonable profit from their honorable calling. To the last live man, let them subscribe immediately and liberally to the Market Development Fund, to the end that **business may be improved and profits increased.** Mail subscriptions today (on the basis of a definite sum per year for five years) to the editor of this paper, or to E. S. Welch, Treasurer, Shenandoah, Iowa, or to any member of

## The Temporary Committee to Solicit Subscriptions for the Market Development Fund

F. L. ATKINS, President, Rutherford, New Jersey

E. S. WELCH, Treasurer

JOHN WATSON, Secretary, Princeton, N. J.

J. EDWARD MOON, Morrisville, Pa.

ROBERT PYLE, West Grove, Pa.

HENRY B. CHASE, Chase, Ala.

PAUL C. STARK, Louisiana, Missouri

### Why He Subscribed

I have been asked why I subscribed to the Fund for instituting a National Campaign of Market Development. I did this gladly, because it will help all of us. First: It will reach many who are not buyers and who will be benefited by the wholesome, healthful influence derived by associating themselves more closely with trees, flowering shrubs, hardy flowers, plants and all things that grow. Second: Because it will increase our own business, make the little tradesman grow bigger, the big ones grow bigger still; and it will also make the little nur-

seryman as well as the big one, grow to be better plantmen and better business men. We will be coming out in the open, our products are good goods, destined to add to the comfort and pleasure of every man, woman and child.

Now, I assume we who are engaged in the production of trees and shrubbery of all kinds are loyal to our cause, believe in our own goods, have faith in what we preach; then let us all join hands and dollars so that we will effectively start this great and laudable campaign of market development, for it is a good thing to plant a tree, a bush or a

flower. They mean so much to the lives and happiness of all mankind.

Many nurserymen have cheerfully and liberally subscribed, will you send your subscription now? And will you also ask some other nurserymen to subscribe?

ADOLF MULLER.

Norristown, Pa.

Iowa men interested in fruit lands with a view to developing commercial orchards have been looking over desirable points in Jersey county, Ill.

Say you saw it in **AMERICAN NURSERYMAN**



# AMERICAN NURSERYMAN



THE NATIONAL JOURNAL OF  
COMMERCIAL HORTICULTURE

Featuring the Nursery Trade and Planting News of American and foreign activities as they effect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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**ROCHESTER, N. Y., MAY 15, 1918**

*Co-operation, not Competition*

## A BILLION DOLLAR INDUSTRY

THE horticultural interests of the United States comprise one of the basic industries of the country. The approximate commercial value of the product derived therefrom is fully \$1,000,000,000 annually, according to the estimate of the National Congress of Horticulture, the organization of which was brought about through the persistent efforts of the "American Nurseryman." The welfare of the whole people of the United States depends largely upon the fostering and developing of these interests.

Scientific, systematic, practical, effective and adequate endeavor to promote this industry starts in the nursery of the country which represent an investment of \$25,000,000. The activities of orchardists and landscape planters are inseparably connected with those of nurserymen and are recorded in close association in this publication.

The "American Nurseryman" represents in the highest degree every worthy movement for the development of this great field and has earned its title of THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE.

## SOME WAR-TIME FACTS

"ALLOW me to express the appreciation of the Food Administration for the patriotic action of the nurserymen in using their influence to increase the amount of fruit produced during 1918. We consider the matter of sufficient importance to include it in our publicity matter going out to farm papers."—U. S. Food Administration, Public Information Division, per D. S. Burch.

Apples are a standard food product. Many persons think of apples as a tonic or relish used for dessert or as an appetizer. Apples rank in food value close to potatoes and higher than many vegetables. The best grade of ripe apples runs from 15 to 18% in food value, mainly sugar; thus in 12 cars of apples there would be something like two cars of sugar and other food constituents. If 1,500,000 bu. of apples going to waste annually in Iowa for instance, could be saved for food purposes, there would be conserved in this process some 12,000,000 lbs. of sugar and food constituents.

## ART AND DEMOCRACY

In time of peace we have argued for propaganda in behalf of greater application of the art for which the nurseryman stands. That was before the day of the Market Development Fund, but the argument was the same as that which characterizes the present day movement. The burden of our song was that the American people should be educated to a finer and more comprehensive appreciation of the uses to which nursery stock could be put. Various means were suggested for accomplishing this result, among them the employment of a representative who should in person address assemblies intent upon advancing from a cursory examination of a spring catalogue now and then to a real knowledge of how to procure, plant and care for the products of the nursery with assurance of large measure of success.

In war time government officials unite with the people generally in advocating the preservation and extension of that which tends to soften the asperities and reduce the tension of prevailing thought and action. Exactly what we had in mind in peace time is illustrated by the custom of the Art Institute in Chicago of sending out its pictures every now and then into places where pictures are scarce, accompanied by an amiable crusader to tell the people the place of beauty in everyday life and the very tangible relation between art and democracy. Commenting upon this custom, the editor of Collier's Weekly says:

Mr. Ross Crane is their man for this—an odd genius, who can make good as an entertainer, in competition with the movies and the bill at the Orpheum, and give sound and constructive comment at the same time. One of his ways of doing this is to intersperse his picture talk with talks on house planning, the "city beautiful," planting shrubbery, and so on. Imagine him, for instance, in some high-school auditorium tackling the subject of interior decoration. With a mantel, a piano, a picture from the museum to start the color scheme, and a few other properties, he builds up a room before your eyes, and tells why the davenport goes here and not somewhere else. All complete but a woman and music, he calls up from the audience a pleasing young lady who sits down at the piano and begins to sing "Love's Old Sweet Song" or "Genevieve." The lights are out by this time, except for the big shaded lamp in the imaginary room, the audience feel that it is their room, and they join in the chorus—a dramatization, you will observe—colonial mantels plus "The Man from Home." Before an audience of Elks or Rotarians, Mr. Crane will take another tack, and prove that by making it less ugly, some other town has increased its real-estate values 200 per cent. He is always ready, and always contrives to hitch his special propaganda to everyday life. A lucky man, whose fight for civilization involves no destruction, and whose service is more useful, if anything, in war time than before it.

## SOME APPLE CROP FIGURES

The apple states are naturally vying with each other for crop supremacy. In the last issue of the American Nurseryman reports from Idaho and Iowa claimed great things for these states. In view of these reports it is well to refer to the special apple report for the 1917 crop, by the Bureau of Crop Estimates of the U. S. Dept. Agriculture as high authority. The agricultural crop of Iowa in 1917 amounted to 1,925,000 barrels as against 5,966,000 in the State of Washington. That would seem to dispose of Iowa's claim to being the apple state. The commercial crop of Iowa in 1912 was 188,000 barrels as against 4,176,000 in Washington. Idaho's commercial crop of 567,000 barrels

was exceeded by Oregon's, by 143,000 barrels. New York was next to Washington with 2,380,000 barrels, commercial crop.

## HOW IT LOOKS TO THE PUBLIC

Nurserymen who have not yet advanced their prices in keeping with advancing costs should read with special interest our extract, on another page, from the columns of the Chicago Tribune in which the writer tells nearly 400,000 readers:

"Nursery stock has not kept pace with general rise in prices; in fact, quotations are but little above those which prevailed in 1914. As they must eventually find the general level, this would seem an excellent time to consider the improvement of the home grounds."

Here the public is informed that notwithstanding advance in prices in marked degree in other lines of trade, prices of nursery stock are but little higher than before the European war began! The opinion is expressed that nursery stock prices must find the general level eventually. Why not now?

Some other nursery trade customs are recounted for the benefit of eager listeners. The point for nurserymen to consider is whether the public is being educated in a direction which will make it possible for nurserymen to continue to give service comparable with that before the war. It will be seen that it is up to the nurserymen to establish the customs under which the public will operate.

The secretary of the Mitchell Nursery Company, Tacoma, Wash., pertinently asks whether it would not be better for nurserymen to issue catalogues at intervals of five years instead of annually and to spend the money required for annual catalogues in part at least in efforts to educate the people to use fruits and flowers to improve their health and morals, increase their happiness and enhance their mental, material and spiritual condition. There would be no trouble in making a success of a campaign of this kind. The people are anxious for information on the subject. Moving pictures could be used to acquaint the public with planting results.

Some time ago we directed attention to the discourtesy of that occasional freak in correspondence: "Dictated but not read." In a communication to the New York Sun, Dec. 20th, Elizabeth Watson, private stenographer to the partners in a Wall street firm of importance, says:

For several years it has been a strict rule in the office that any letters received bearing the offensive legend "Dictated but not read" shall be returned bearing our stamp, which reads "Received but not read." The head of our firm says the expression "Dictated but not read" is a vulgarity which has come to New York from Chicago and the West.

The Mississippi Apple Growers Association last month adopted this resolution: Resolved, That we heartily appreciate the inspiring example of our worthy president, Lloyd C. Stark, in sacrificing home ties and most pleasant associations of every character in volunteering service, which were recognized by his appointment as major in field artillery, to fight for principles of approved contention. Our thoughts will be with him on his mission in crossing the ocean and meeting all perils in foreign lands. Our best wishes will ever follow for his protection and safety and for an early return to his family and to his former peaceful and useful vocation."



### THE BUSINESS IN HAND

To a person up a tree surveying the broad field of Nursery Trade Industry, what, in the opinion of thinking nurserymen, would be the most striking feature of the view?

It seems to us that it would be the outstanding fact that absorption in individual activities had so engrossed attention as to dull the sense of obligation on the part of each person in the industry to his relation to the trade as a whole.

If there is any value in trade organization—in the association of effort in a common interest—it certainly must be most effective when constantly in operation.

The business manager of a going concern does not confine his activities in that concern to a "look-in" for a period of three days once a year, and then let the concern shift for itself the rest of the time. Can the Nursery Trade of the United States expect satisfactory results from a "look-in" for three days every June, and let matters of trade organization go their way the rest of the time?

There is a lot of discussion, there are many excellent suggestions, when good fellows get together for thirty-six hours once a year. Then the almost absolute silence for three hundred and sixty-two days regarding trade organization matters is oppressive. Progress under those conditions must come, if at all, in jumps at annual periods, instead of in steady, continuous measure.

Surely that was a timely suggestion which Vice-President Mayhew made to American Association members during the few hours they were last together—the establishment of a central working business office for the daily transaction of Nursery Trade matters of the country, under the constant direction of a man devoting his entire time to the business. Five thousand dollars of the Association's fund, more or less, devoted to such a purpose would seem to be good business policy. Certainly there would be quick results if there were any results. And if we are to gamble on results, why not do it systematically and at least with a chance of getting adequate returns?

Is it really necessary or advisable that absolutely nothing should be said by nurserymen of the country on this subject until the next annual gathering for the devotion of three days to consideration of national trade matters?

### THE LIGHT IS DAWNING

In view of the resolution adopted by nurserymen in annual convention in New York City in January, pledging active aid to orchardists in rejuvenation of orchards, this comment by workers in the Missouri College of Agriculture is of special interest:

130 SPRAYED TREES NETTED \$1813.55—Thousands of acres of apple orchard which have never been profitable can be converted into an asset by spraying and pruning. These orchards are a potent source of food supply which should not be neglected, especially during the present emergency. The University of Missouri College of Agriculture is urging that every orchard be put in bearing condition. This is much more satisfactory than planting new orchards

## THE "AMERICAN NURSERYMAN" SLOGAN



LET THE spirit of the national, district, state and local associations of nurserymen and of all unattached nurserymen (there ought not to be any) be henceforth: We are for Market Development and the extension of the Nursery Business. We are through sitting passively in the background, looking for trouble in Legislative Circles and neglecting the Big Opportunities of an Undeveloped Market in a yet Practically New Nation. We are OUT FOR BUSINESS. We'll take care of the incidental matters of Legislation when we come to them. They're not so many.

which would not come into bearing until after the war is over. Furthermore, the land which would be devoted to a new orchard can be cultivated more conveniently and more profitably if it is planted to some other crop.

An example of the profits from spraying is illustrated by the experience of Charles Tanzberger of Jefferson Barracks, Mo. Mr. Tanzberger's orchard is 17 years old and was never sprayed until last year. He offered his orchard of 130 apple trees for a spraying demonstration. In 1917 as a result of spraying, the 130 trees produced \$1897.55 worth of fruit. The total cost of spray materials, together with the cost of labor, amounted to \$84. Thus the net profit resulting from spraying was \$1,813.55. The orchard had never been profitable before. For example, the same orchard of 130 trees, was set just as heavily with fruit early in the season of 1916 as it was last spring, yet it produced without spraying only enough apples for three barrels of vinegar.

Mr. Tanzberger's letter, dated December 12, 1917, to T. J. Talbert, who conducted the orchard demonstration, follows:

"My apples were divided into first and second grades. Out of my 500 barrels of Winesap apples, I had about 80 barrels of second. The culls which I kept myself made three barrels of cider. I sold all the apples (500 barrels) to one man. He paid me one price all the way through, which was \$3.00 a barrel. All that I had to do was to pick apples. The commission man barreled them and hauled them away. Spraying pays.

A year ago, when this publication was printing items similar to the above and arguing that it was matter which nurserymen should be directly interested in, we could not raise a whisper in the way of co-operation. Now the light is dawning, as witness the New York City meeting's resolution!

### LACK OF INFORMATION

Some persons, one at least of whom is connected in an official capacity with the American Association, fall into a strange error by talking about "the proposed re-organization" of the Association when referring to the proposition for a central headquarters and a secretary-manager. The same persons are wholly at sea regarding the province of the vigilance committee of the Association. Those who are too busy or too disinterested to read regularly the columns of a real trade journal or the official proceedings and documents of the national organization will continually fall into errors which directly result from lack of reliable information.

The re-organization of the American Association convention. There has been no proposition for re-organization since. By no stretch of the imagination can the adoption of an amendment of a section of the constitution affecting the secretaryship be designated as a reorganization of the Association. When one hears talk of that kind he should refer the speaker to reliable current trade literature and suggest regular perusal thereof.

### AGGRESSIVE LEGISLATION

Now that the American Association of Nurserymen has an efficient legal department, why should it not seek to foster aggressive legislation and not be content merely with watching for that which may require only defensive action?

When the Association has its central headquarters well under way, numerous matters of this kind will occur to the secretary-manager—along with many other matters.

Here is one, for instance, which the secretary-manager would probably suggest to the head of the Association's legal department:

A tenant moves on the farm and remains for some years. He plants fruit trees and vines and ornamental shrubs. After a time things happen which make it necessary for the tenant to move, and he thinks he can dig up his trees and shrubs and carry them along with him. He finds that the law will not permit him to do so. He finds that anything which becomes "permanently attached to the ground" is regarded as real estate, and he cannot remove the trees and shrubs any more than he could the buildings.

Commenting upon such cases, the editor of the Rural New Yorker says: "This rule of law discourages many a tenant who would like to improve and beautify the property. He does not feel like doing so when all his labor and expense will go to another who may never appreciate it. They do this thing better in England. Under the law there a tenant receives compensation for tree-planting or improvement. When he moves away a fair estimate of the value of his improvement is made, and either the owner or the new tenant must pay it. In one case a tenant planted an orchard on rather cheap land and brought it into bearing. When he vacated the new tenant was obliged to pay him for the orchard, alone, more than the land was originally worth. Such a law in this country would induce many a tenant to take better care of his farm."

It is of direct interest, is it not, to make it attractive for all the plant nursery stock? Who, more than the nurseryman, should lead in such matters?

We are subscribers to the fund for  
MARKET DEVELOPMENT

A Co-operative National Campaign  
To Create

NEW BUSINESS FOR NURSERYMEN

ASK US ABOUT IT.

Say you saw it in AMERICAN NURSERYMAN.

# May Restrict Importation of Nursery Stock

**Secretary of Agriculture Calls Hearing in Washington to Discuss Danger of Introducing Insect Pests and Plant Diseases in This Country**

The Secretary of Agriculture has called a public hearing, to be held in Washington May 28, at which will be considered the advisability of restricting the importation of nursery stock and other plants and seeds from all foreign countries. The meeting will be held at 10 A. M., May 28, in Room 11, Federal Horticultural Board, Department of Agriculture. Any person interested in the proposed restrictions may be heard either in person or by attorney.

The restrictions are contemplated in order to prevent the introduction into the United States of any tree, plant or fruit diseases or of any injurious insects new to or not heretofore prevalent in this country. It is feared that certain injurious plant diseases and insect pests may gain entrance through the agency of ornamental and other plants imported with earth about their roots.

Many of the most important injurious insects and plant diseases have been introduced in this country through such importations. On the other hand there is a long list of similarly destructive insects and diseases which have not yet gained entrance.

The American Association of Nurserymen will be represented at this hearing by William Pitkin, president Chase Brothers Company, Rochester, N. Y., for the legislative committee, and Curtis Nye Smith, the counsel for the Association.

The secretary of the Federal Horticultural Board, in a communication to the *American Nurseryman* says:

"The Secretary of Agriculture has information that injurious plant diseases and insect pests new to and not heretofore widely prevalent or distributed within and throughout the United States may gain entrance into this country through the agency of ornamental and other plants imported with earth about their roots.

"There is also special danger from plants imported from little known and little-explored countries of the world for the reason that the lack of information as to the insect pests or plant diseases of such countries make it impossible safely to pass such plants by inspection or to safeguard them by disinfection.

"It is proposed, in connection with the general discussion of the subject of the hearing, to consider the question of fixing dates for the enforcement of any restrictions or prohibitions recommended as a result of the hearing at such periods in the future as will permit readjustment of the trade in the different classes of plants with relation to the countries involved."

One of the most helpful things that can be done in the case of winter injury is to severely cut back or "dehorn" the peach tree. Except possibly in exceptionally well favored locations or with very hardy varieties no peaches can be expected this year anyway so severe cutting back will not affect this year's production. Thus, a fine opportunity is presented for lowering the heads of trees which have become "leggy" and at the same time aid the tree in recuperating from winter injury. Cutting off a portion of the tree tops will also make it possible to grow a cultivated intercrop between the trees and not lose the use of the land even though the trees fail to recover.

During the orange shipping season, extending from Nov. 1, 1917, to the same date this year, California will ship about 27,000 cars to the East, as compared with 50,077 cars the preceding year, according to a statement by J. W. McClymonds, general agent of the *Pacific Fruit Express*.

## In Reply to Long Tom

Long Tom, Somewhere in Dixie,  
c/o *American Nurseryman*,

Dear Long Tom:

"Come on in, the water's fine!"

Your communication appearing in the *American Nurseryman* of April 1st, issue does yourself and the cause a serious injustice. A free and open discussion of any question is wholesome, neither of which your communication is, and while I take it that you do not intend to be unfair either to yourself or to the question under discussion, I again say that I believe you are.

Now, what we all want is to upbuild the nursery interests of America, and if the plan proposed will not do this or if there is a better plan, by all means we want to know it. Time and again this has been said, and yet there is but one thing before us. I have said that in this communication you were unfair to yourself and to your associates, and I think you are because by innuendo you create a certain suspicion when, in reality, I believe you are in accord with the whole plan. I judge you are a member of the Southern Nurserymen's Association and that you were present at Atlanta, Ga., last August. After the writer's address on this occasion, you remember our good friend, Henry B. Chase, made a motion pledging the Southern Association to the resolution now before the American Association of Nurserymen, and in a ringing speech our friend Smith of Concord, Ga., seconded the motion, and it carried unanimously and most enthusiastically. May I quote from your letter: "From some standpoints it looks like a good proposition." It looked good to you over at Atlanta last August, and, from some standpoints it still looks good." If there are features connected with the proposed Central-Office-Secretary-Manager plan, if a thing looked good once but has since become less attractive, Tom, tell us why.

Every man in the Association is a "leader" because this is a democratic organization. There is no member who has an opinion but that his opinion is invited. No one, I feel sure, has an "axe to grind." In fact all of us want to see the best thing possible accomplished for the nursery interests. Why do you think there are "some who are members of the Association who do not like this thing"? Every member has had opportunity for a year to raise objection and further opportunity will present itself at the annual meeting in June. As you suggest, "the action will be far-reaching," and this is why the Association has deemed it wise to consider the whole plan for a year and which certainly explodes the possibility mentioned, i. e., "it should not be gone over hurriedly nor without due consideration months in advance." I am of the opinion that when this matter comes up for final consideration, on the first day of the convention at Chicago next June, the membership will know its own mind and will express it. Personally, the will of my associates in all of this shall be my will. I believe the proposed plan will be approved because, Tom, and this proves we can reach a different conclusion when reasoning from the same point, "nobody seems to be opposed to it." If we are agreed, certainly there is no room for argument, but if the interests of the nurserymen will be benefited thereby, I join you in the hope that "somebody will start something."

J. R. MAYHEW

## Nursery Stock Quotation

In one of the principal departments of the Sunday edition of the *Chicago Tribune* for March 31st the director, J. F. H. Heide, states:

With all nature waking from its winter sleep, there is an inborn desire to bend the budding plant life to our esthetic and utilitarian needs and desires. To beautify the home grounds is the wish of every householder; to combine such beauty with the production is the crying need of American home life.

The elm and the maple are objects of beauty in the landscape, but the walnut and the chestnut provide the same shade while yielding at the same time food for man or beast. Judas trees and barberry lend color to the surroundings, but apple trees and berry bushes are no less attractive, while their fruits meet an economical want. There is no desire to view landscape gardening with the sordid eye of the glutton, but it is obvious that fruit trees and fruiting shrubs should have a more prominent place in the planning of home grounds. True, they are not suited to the smoky zones of great industrial centers, but no householder in the third or outer zone should miss the joy of picking luscious, ripe fruit from his own tree or gathering from his own bushes berries as they are seldom found in the market.

The public is further informed:

Nursery stock has not kept pace with the general rise in prices; in fact, quotations are but little above those which prevailed in 1914. As they must eventually find the general level, this would seem an excellent time to consider the improvement of the home grounds.

The householder may safely select occasional trees, shrubs or berry bushes to suit personal taste, but it is not advisable to plan any extensive improvement for effect or utility without obtaining competent advice. All the larger responsible nurseries are equipped to prepare and execute such plans along approved, modern lines—both for formal or conventional gardening and for natural or landscape effects.

Even if a charge is made for plans by a capable landscape gardener, the money is well spent. Correct improvement is a joy to yet unborn generations, and a tangible asset out of all proportion to the cost. However, the nurseries commonly make no charge for plans if they supply the nursery stock. For any considerable plantation there is usually even a discount of 10 per cent when all stock is bought of one nursery.

It is advisable to buy only guaranteed stock from reputable nurseries of the vicinity and to look with suspicion on all that is offered at cut prices. A shortsighted parsimony here may well prove a great waste.

For shade select straight and shapely trees, two to two and one-half inches in diameter; for the fruit trees or shrubs, 2 years old (except pears, 1 year). All stock should be true to name, free from disease, insect pests, and serious mechanical injury above ground and below, vigorous, and with well developed root system. Delivery should be made with the entire root system well protected to prevent drying and injury.

If the inexperienced buyer is to do the planting himself it is well to have both roots and tops properly pruned by the experts at the nursery before shipment. However, at an added cost of approximately 25 per cent of the stock, the planting should be properly done by the skilled gardeners of the nursery, and the latter then assumes absolute responsibility for the life of the plantation. Nevertheless, it is always best to be present at the unpacking and at planting.

Anthraxnose, a disease which heretofore has done much damage to the black raspberry crop in Michigan, can be satisfactorily controlled by spraying with lime-sulphur, the experiment station of the Michigan Agricultural college has learned.



## President Stark's Battalion Shoots Straight

In the First Practice Night Attack With Heavy Artillery in Any Cantonment in the Country—A Bouquet for the Major from the Camp Lee Weekly, "The Bayonet."

The many nursery friends of President Lloyd C. Stark of the American Association of Nurserymen will be interested in the fact that the Second Battalion, 315th Field Artillery, which is commanded by Major Stark, on April 16th at Camp Lee, Va., conducted the first practice night attack with heavy artillery which has been made in any cantonment in the country and gave exhibition of remarkable shooting as the result of Major Stark's training.

The fourteen page, seven column, full-fledged weekly newspaper, The Bayonet, published by and for the soldiers of Camp Lee gives the following account:

The 315th Field Artillery, under the command of Lieutenant-Colonel Russel P. Reeder, which is firing on the artillery range at Camp McLaughlin, Dutch Gap, made a record of which it may justly feel proud in its night shooting Tuesday. This was probably the first exhibition of night firing with heavy artillery which has been held in any cantonment in this country.

At 8:45 o'clock Tuesday night, Major-General Cronkhite, Brigadier-General Heiner, Lieutenant-Colonel W. H. Waldron, the division inspector, and other dignitaries of the Blue Ridge Division took their places in the well concealed observation station overlooking Farrar's Island, which, theoretically, was held by the enemy. Shortly thereafter they witnessed the spectacular "annihilation" of the Huns.

Battery C, commanded by Captain Gilpin, opened a harassing fire on a German front line trench, then it was found necessary to transfer the fire and destroy a dugout in the

rear. Just then the hostile infantry came "over the top," but a quick transfer, using shrapnel, cut short the advance, whereupon the trench itself was destroyed with high explosive shells.

D. Battery, under command of Captain Townsend, took a hand in the proceedings at this time. D silenced a hostile battery, which was firing effectively on our troops, and then destroyed it. The battery then shifted its fire and demolished the front-line trenches in its sector. The hostile infantry advancing to the attack was taken under fire with shrapnel, thus breaking down the entire Hun attack "with enormous losses."

While theoretically the Huns suffered great losses, the only real loss was suffered by the Q. M. C. In order that the targets might be seen by the visitors, a lantern was hung on each. As a result of the wonderful accuracy of the shooting, somebody will have to account for the lanterns blown up by the gunners.

Major Lloyd C. Stark is in command of the Second Battalion and under his auspices the problem was carried out. Just here, while everybody is throwing bouquets at the navy, we might mention Major Stark's record in the naval service of Uncle Sam. The major is a graduate of the United States Naval Academy, class of 1908, and served eight years in the navy. During that time he commanded in one year the battery of six-inch guns making the best record.

Let us plan to send to President Stark an account of some straight shooting at Camp Sherman in Chicago, June 26-28, in behalf of war victory and full co-operation in making the nursery industry capable of the widest development as an important part of the nation's productive resources.

A 24-page Illustrated Brochure

## "American Nut Culture"

Surveying the Entire Subject of Growing Trees for Valuable Food

Containing practical information for the public, tending to encourage the planting of Nut Trees for ornament. The leading article by Dr. J. H. Kellogg, "The Advent of Nuts in the Nation's List of Staple Foods," should be widely read. The activities of nut growers generally are set forth and plans are outlined for developing the Nut Industry throughout the United States. Nursery-grown nut trees are advocated and demand for them may be stimulated by wide circulation of this publication which can be had in quantities at \$5.00 per 100 copies. Sample on request. Single copies sell at 10c.

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Lists of real bargains for part cash with order: balance C. O. D. Can you use fine packing moss? 4 bu. bag, \$2.00.

GOBLEVILLE, MICH., NURSERIES

P. S. Looking for L. Mt. Chy., Bartlett Pear, Lombard Pl. 5-8 and 1-2.

PUTNAM'S

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"We enjoy your publication which is up to the minute in every detail."—H. F. Hillen-  
meyer & Sons, Lexington, Ky.

## Apple Flakes

As repeatedly stated, the nurseryman's part in the war is a very practical one. Meat and grain have been rushed to Europe, but very little fruit because the latter has not been in form suitable for export and use under present conditions. Where Europe most needs fruit today is in the trenches; there life is most strenuous and there a balanced ration is most needed. Men in the trenches are begging for fruit, not as a luxury, but as a source of fruit sugar, fruit esters and acids, to aid in digestion and to give a balance of ration.

Only highly concentrated foods are available in most instances. In a recent bulletin of the University of Illinois Experiment Station, Prof. W. P. James, of the department of pomology sets forth the results of interesting and apparently highly successful experiments in the preparation of fruit for soldiers' use.

The present sulfur-bleached commercial dried apple has fallen so short in reten-

tion of natural flavor, color, cell structure, and adequate keeping quality, that it has not even warranted consideration as an army food. On account of the thick slicing, sulfur bleaching, and high moisture content, dried apples, as offered to the public in their present form, are a leathery product, the outer layers of cells having dried first, making it impossible to lower the original percentage of moisture in the inner cells without destroying the chemical and physiological construction of the outer cells. The ready spoiling of the sulfur-bleached apple is doubtless due to fermentation or chemical rearrangement within the cells of the inner layers of the dried fruit, a result of insufficient dehydration accompanied by an increase in temperature.

After various experiments it was found that apples sliced to dry in flakes answer the requirements, apparently, perfectly.

The result was a product dried to a moisture content of 5 to 8 percent, a crisp, flake-like form easily powdered in a mortar. The flakes, when allowed to absorb water equal to the amount driven off, regained approximately their original form, thickness, and consistency.

The keeping quality of the flakes has been demonstrated in two ways. The production has been kept in open packages in a crisp form, at room temperature, for a period of four weeks, without appreciably absorbing moisture or losing flavor. In closed receptacles, similar samples have been preserved for ten to twelve months without alteration. The low moisture content, in itself, makes it probable that the product will keep, under reasonable conditions, more or less indefinitely. When to this is added the preservative effect of the sugar, the keeping quality of the product seems assured.

With an abundant supply of storage apples in the United States, with only slight changes necessary in the present facilities for the drying of apples in commercial driers, and with the urgent necessity for fruit in the trenches, this product can be transported to Europe in large quantities, as food for the soldiers, with a short period, if properly handled.

Nurserymen should devise means for supplying stock which may be called for by this newest means of using orchard products.

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are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Covers and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dirs., Zinc Mines, etc. This valuable Reference Book free. Write for it.

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# Nursery Conditions in the Pacific Northwest

**Affected In Marked Degree by Labor and Transportation Problems---Most Lines of Stock Pretty Closely Cleaned Up---Nurserymen Curtailing Plantings In Favor of Growing Grain for Allies---Post War Outlook Is Promising**

Editor American Nurseryman:

The nursery business out here, like all other commercial lines not favorably affected by war conditions, is in somewhat of a chaotic state incident to the ever-changing labor conditions, together with congested transportation. Speaking particularly for the Pacific Northwest, it may be fairly stated that most lines of stock are pretty closely cleaned up and there will be no large surpluses to burn or carry over. Of course, in some of the big commercial lines there will be some stock left over, because there has been no commercial planting to speak of during the past years. Compared with five years ago, the output of nursery products has been very much reduced, and yet, under present conditions, there seems to be plenty to go around.

Many nurserymen will still further reduce this season and use the land to grow the much-needed grains to feed the allied people of the world and we are inclined to think this is the proper thing to do. Nursery planting can well afford to wait a more auspicious time. Labor prices and other things that nurserymen have to invest their money in are rising so rapidly that the nurseryman would need to not only burn his candle on both ends but also in the center to keep up with the changing prices and come out even on his investment. The labor problem is not only troublesome from the standpoint of the constantly increasing cost, but the uncertainty of being able to get sufficient help of any kind will deter nurserymen from making their ordinary planting.

These are the problems of the immediate present and are the direct outcome of the war, and I am sure the nurserymen as loyal, patriotic citizens, will bear any burdens that may come to them, cheerfully, in order that our boys that have gone to fight for democracy any be supported to the fullest extent, at home.

Our business is war, so let us produce more of the things that our government needs to successfully prosecute the war. Let us all curtail our permanent planting and devote more of our highly cultivated land to those crops that will help immediate conditions.

business when the war will be over and the allied armies are victorious and democratic forms of government are enthroned the world over. So let nurserymen bear the burdens of the present cheerfully, looking forward to the future hopefully, feeling secure in the thought that a brighter day is just ahead.

OREGON NURSERY COMPANY,  
Orengo, Ore. M. McDonald, Pres.

## Control of Fertilizers

Frederick W. Kelsey, nurseryman, New York City, in a communication to the New York Sun, says:

If food is to win the war more food must be forthcoming. And after the war grain foods must rule very high in price as they did after the Civil war. Wheat then sold in May, 1867, at \$2.95 a bushel; in July, 1868, at \$2.20 a bushel, and as late as August, 1869, at \$2.47 a bushel.

A plan now being considered and favored by many experts in grain production and by many in Congress is for the Government to acquire control of the commercial fertilizer situation, so as to enable the farmers and agriculturists of the country to obtain the necessary fertilizer at a cost they can afford to use grain growing fertilizer largely and thus alleviate to that extent the grain food crisis. This would enable the grower in many instances to produce on the same acreage and without material extra expense of labor and cultivation two heads of wheat where one is now produced.

Germany learned this lesson years ago. In 1913, by the extensive use of fertilizers, that country produced an average of thirty-five bushels of wheat an acre. In the United States the average yield for the same year was but 15.02 bushels an acre.

With the prevailing prohibitory prices of fertilizers, extreme scarcity of labor, high cost of machinery, etc., the millions of farmers in this country, upon whom the world is now so largely dependent for grain foods, are between the upper and nether millstones. Unless something is done and done soon to enable them to increase the supply with their present facilities and available acreage, what is to be the outcome?

The commercial fertilizer interests might object to the plan outlined of reducing the price of their product so that it would be within the reach of those who must have it in producing practical grain growing results. But if it is necessary for the government to take over control of pretty much everything from railroads to practically every form of industry for war needs, why not the industry for relieving in a direct and practical way the burdensome food menace now hanging like a pall over the civilized world?

## Manetti Stocks Home-Grown

A comparatively new enterprise for this country was started not long ago by John D. Knickman, who is an experienced florist and nurseryman, and has located at East Northport, Long Island, N. Y. It is the growing of manetti stock for budding and grafting purposes. This venture is timely, as a recent order has prohibited the importation, for an indefinite time, of all trees, shrubs and plants. He has a considerable area of suitable land and has a large stock coming on that will be ready this fall for indoor grafting. The stock for budding, as is generally known, takes two years' growth and will not be ready for the trade until next year, but for grafting, he expects to have, this fall, a supply that will meet all demands of the trade. He is also growing English ivy, and will be prepared to ship rooted or unrooted cuttings and plants. Another feature of his work is a great stock of hardy perennials.

John D. Knickman, who is a brother to C. B. Knickman, of the well-known horticultural firm of McHutchison & Co., New York, started in greenhouse work when he was 10 years old and spent 22 years at it. For 14 years, he was with the well-known firm of Bobbink & Atkins, Rutherford, N. J. As by inclination and experience he is well equipped for this enterprise, we expect him to be successful.—American Florist.

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ONE CAN only act in the light of present knowledge.

Until you know of the existence of such a Nursery Trade Journal as the AMERICAN NURSERYMAN you must act with such knowledge as you have.

It is for this reason that we are glad to acquaint you with this publication. It speaks for itself; but if you would have corroborative proof, ask any prominent Nurseryman.

Calls for back numbers come in almost every mail. Many cannot be supplied, as editions have been exhausted. The only safe way is to see that your subscription is paid for in advance.

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## N. C. Natural Peach Pits

Indications at this time are for a very light crop of 1918 peach seed; and we suggest that you get in your order for whatever you may need of the 1917 crop, promptly. All prices are hereby withdrawn and we will quote by letter in response to inquiries, as we cannot determine at this time what the price shall be.

We suggest to our patrons that they place an order for their requirements and let the price take care of itself later. We have only one price to all. Inquiries gladly answered.

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New prices are ready; consult with my Sole Agent, John Watson, Newark, New York, for prices and importing expenses.

Angers, F. DELAUNAY France

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## Modern Propagation of Tree Fruits

By B. S. BROWN, M. S., Prof. Horticulture, University of Maine

In the preparation of this book three important factors were kept in mind.

FIRST, only to include those practices of propagation which are in general use and which are accepted by the orchardist and the commercial nurseryman as being the most important.

SECOND, to furnish, in a condensed form, such information on propagation as will enable the general fruit-grower to follow out the practices. It is assumed that the average fruit-grower has a general knowledge of the various methods of propagation, hence the many confusing details are here omitted.

THIRD, an attempt is made to follow rather closely the methods employed by the larger commercial nurseries and to contrast these with the similar operations of the orchardists. The fruit-grower who buys his nursery stock desires to know something of the methods whereby it is produced. The student of Horticulture needs a general knowledge of nursery work and how to apply it to either commercial or home use.

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For Lining Out and Forestry Planting

THE NORTH-EASTERN FORESTRY CO.  
CHESHIRE, CONNECTICUT

## LITERATURE

April Garden Magazine carried an article by M. G. Kains in which he points out that "Never in the history of this nation has it been more important to plant fruits for home use, as well as for the local market." Because of the shortage of labor, commercial growers will have greater difficulty in handling their acreages, especially in harvesting, and because of congestion of freight and express traffic, less fruit is likely to reach the markets, therefore the necessity of planting fruits to supply the home and the opportunity to make profitable investments in small plantations to meet local demands.

The American Rose Annual for 1918, of the American Rose Society, will shortly be mailed to members. In its 188 pages, well illustrated, the editor, J. Horace McFarland, Harrisburg, Pa., has gathered much information, some of it notably first hand, that is worthy of careful attention by the rose grower.

**Recent Publications**—Systematic Study of Iowa Apples, L. R. Hartill; Fertilizer Experiments on Apple Trees, C. D. Woods; Plum Growing in Maryland, F. S. Holmes; Profitable Small Fruits, H. H. Thomas; Strawberries in North America, S. W. Fletcher; Growth Study of Planted Trees, H. Dorrard, W. A. Boag; Breakage, Defect and Waste in Douglas Fir, F. S. Fuller; Winter Inquiry of Grapes, F. E. Gladwin; Black Canker of Chestnut, L. Petri; Needle Blight of Douglas Fir, J. R. Welr; White Pine Blister Rust on Currants, W. A. McCurbin; Woolly Pear Aphid, A. C. Baker.

### Try This On Your Reading Table

A progressive nursery concern makes these statements in a trade list recently issued:

All the stock growing in this list is strictly of our own growing except where noted. When we sell anything not grown by ourselves, we so advise our customers and will cheerfully say who the growers are. More care about the origin of stock delivered will eliminate some of our troubles.

Height and caliper do not determine the quality and value. There is something else which cannot be accurately described nor measured by the general terms we nurserymen use. We can only say, then, that these trees are of select-quality suitable for critical trade.

To say that a plant is "2 to 3 feet" does not tell you anything. In that grade, which is the average commercial size, there is first room for a range of fifty per cent in height; but shrubs require more than height; to establish their size, it must be known how many branches they carry; and to approximate their value, it is essential to know how old they are and how propagated, whether from long hard-wood cuttings, or the short cuttings; and whether transplanted and

## Have You Anything To Say To Nurserymen?

More than ever there is need of hearty co-operation between nurserymen. In these times the Nursery Trade Journal can serve its double purpose to greatest advantage. Besides keeping its readers informed regarding trade developments it can bulletin opinions and suggestions for meeting emergencies, reaching the trade every two weeks.

The next issue of the "American Nurseryman" will be under date of May 15th. If you have announcement to make in that number, please have it in hand by the 12th or 13th. Both news and advertising forms will close at that time.

As announced in a recent issue, the Market Development Fund is growing at the rate of about \$1,000 a day. That means definite, constructive work for Nursery

pruned. There are "nurseries" and there are pasture-lots; plants that are "nursery-grown" and plants that are just "Topsies." We recommend the following as being properly grown and good, thrifty young plants of what we consider first quality.

It must be borne in mind that in this class of plants especially (coniferous evergreens), the size means nothing at all; for example, Norway spruce, "four feet high" can be bought for from 20c to \$1 each and at either price, you can get your money's worth. In conifers it is desirable to know, as affording at least some index to value, whether they have been properly pruned or sheared as required by their habit and if transplanted frequently. All our conifers are transplanted every other year. All prices include balling and burlapping. All conifers have been pruned or sheared as required by their habit of growth. The size in height means fully the height named and up to the next size offered.

A little out of the ordinary and worthy of special comment in view of long and varied experiences in lines touched upon.

As an illustration of the increasing use of tractors in working land, the LaCrosse, Wis., Tractor Company is employing 500 persons and expects to double this number the coming year. The company has spent \$75,000 in advertising and expects to make 3000 tractors this year, sales of which would mean a gross income of \$3,000,000. Evidently the tractor has come to stay.

R. C. Uecke, who has been in the nursery business at Harvard, Ill., nearly twenty-six years and who during the last quarter of a century has grown strawberries for the Harvard market will not engage in the strawberry industry this year on account of the scarcity of help.

Say you saw it in AMERICAN NURSERYMAN

Trade Expansion. Never has such work been more needed; it comes at a most opportune time. The representative nursery concerns in the subscription list of April 1st issue constitute the highest indorsement of the movement.

The Nursery Trade has the special indorsement of the Federal government authorities which have classed it as one of the bases of food production. Ornamental nursery stock, too, has been declared of direct value in the heartening of the public in times of stress.

In view of the important deliberations and the activities of the annual convention season, let us have your opinions and business announcements promptly.

AMERICAN FRUITS PUBLISHING CO.  
May 1, 1918.

Fruit growers near Lancaster, Pa., used bonfires last month in efforts to prevent serious damage by cold weather.

No damage has occurred to peach, plum, cherry, quince, apple, gooseberry or current buds on the Robert J. Walton farm at Hummelstown, one of the largest in Central Pennsylvania, by the ice and snow, according to tests made by James G. Sanders, state economic zoologist. Prof. Sanders expressed hope that the result of other tests would be the same.

While great fears have been entertained for fruit and crops in Kent county, New Jersey, as a result of the heavy hailstorm that swept through this vicinity, reports received from farmers in the surrounding country are encouraging and indicate no serious damage. Professor Wesley Webb, secretary of the State Board of Agriculture, stated that the peach crop was not seriously injured. Several fruit growers in the vicinity of Dover reported that the peach trees had escaped damage as the buds had not unfolded sufficiently to be injured by the sleet, and that few have been blown from the trees. Pear trees have also escaped serious injury.

**Important Decision**—No. 41999.—Protest 808437 of T. D. Downing Co. (Boston). Tsuga Canadensis—Evergreen Seedlings.—Merchandise invoiced as Tsuga canadensis, classified as decorative plants at 15 per cent ad valorem under paragraph 211, tariff act of 1913, is claimed free of duty as coniferous evergreen seedlings under paragraph 595. The General Appraiser in his report states that the plants in this case were, in his opinion, propagated from cuttings and were therefore believed to be properly classifiable as nursery stock and not as seedlings. However, the Board of General Appraisers sustained the importers' protest and admitted the stock free as seedlings.

A valuable bulletin on Raspberry Culture has been issued by the U. S. Dept. Agriculture.

### Principles and Practice

—OF—

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By M. G. KAINS

A highly valuable book by an expert  
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## Nurserymen Should Know

That one of the fastest growing industries  
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